Advertiser User Manual for Admin

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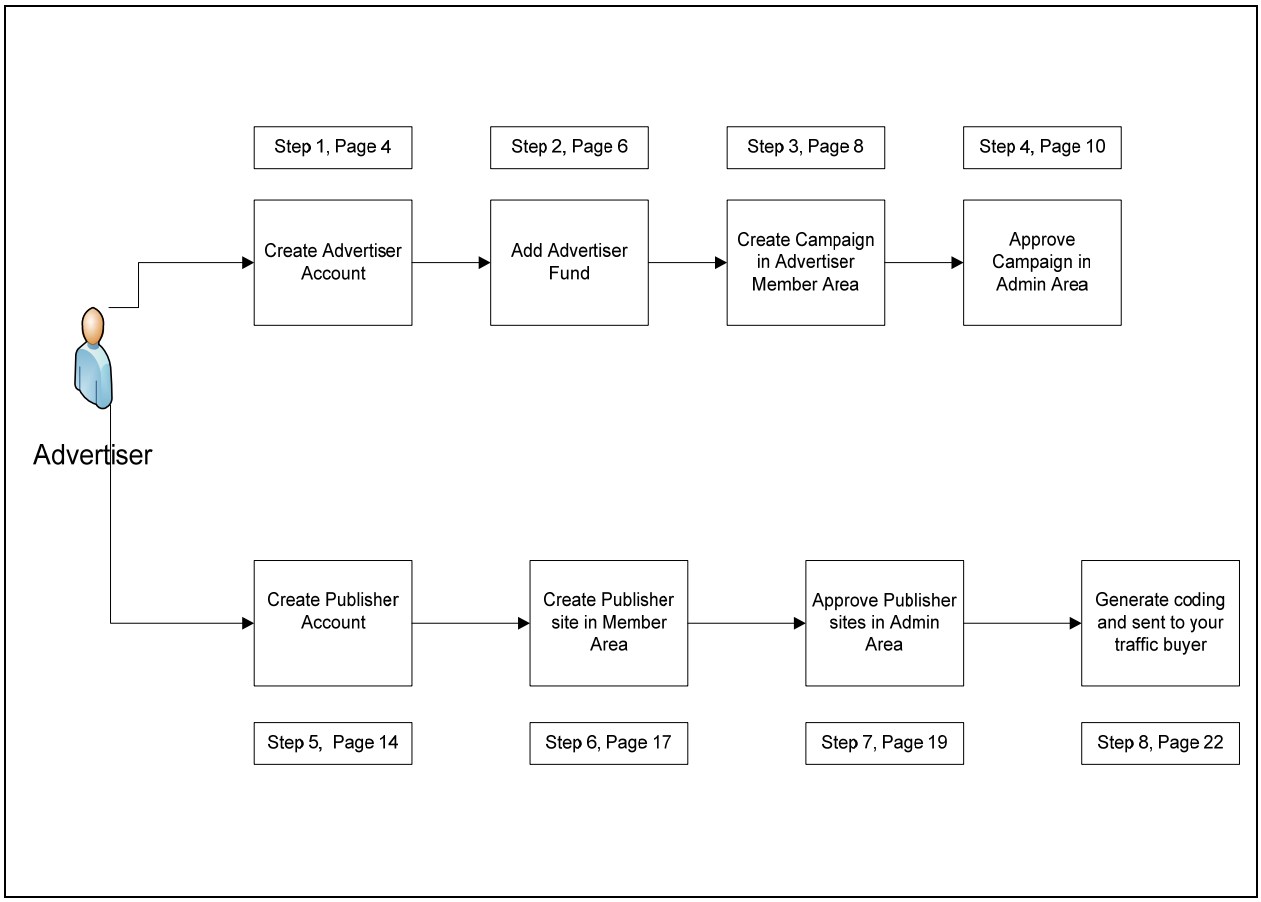
1. Introduction

This user guide intended for advertiser webmasters to implement MyAdMarket Ad Serving System. MyAdMarket Ad serving system empowers our users to lucratively differentiate themselves to their client base by offering turnkey solutions built upon its advanced ad serving system. MyAdMarket understands the importance of the demand in technology development, MyAdMarket's ad serving system was launched to give users the chance to use and implement our technology as their own. MyAdMarket Ad Serving System is an application system proffers all elements for advertisers, publishers, and ad network webmasters to setup and manage all their online advertisings. In this user guide includes create advertiser account, add advertiser fund, create campaign in advertiser member area, approve campaign in admin area, implement publisher, generate coding and send to your traffic buyer.

1.1 Flow Chart of Procedures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Create Advertiser Account
Add Advertiser Fund
Create Campaign in Advertiser Member Area
Approve Campaign in Admin Area
Advertiser
Create Publisher Account
Create Publisher site in Member Area
Approve Publisher sites in Admin Area
Generate coding and sent to your traffic buyer
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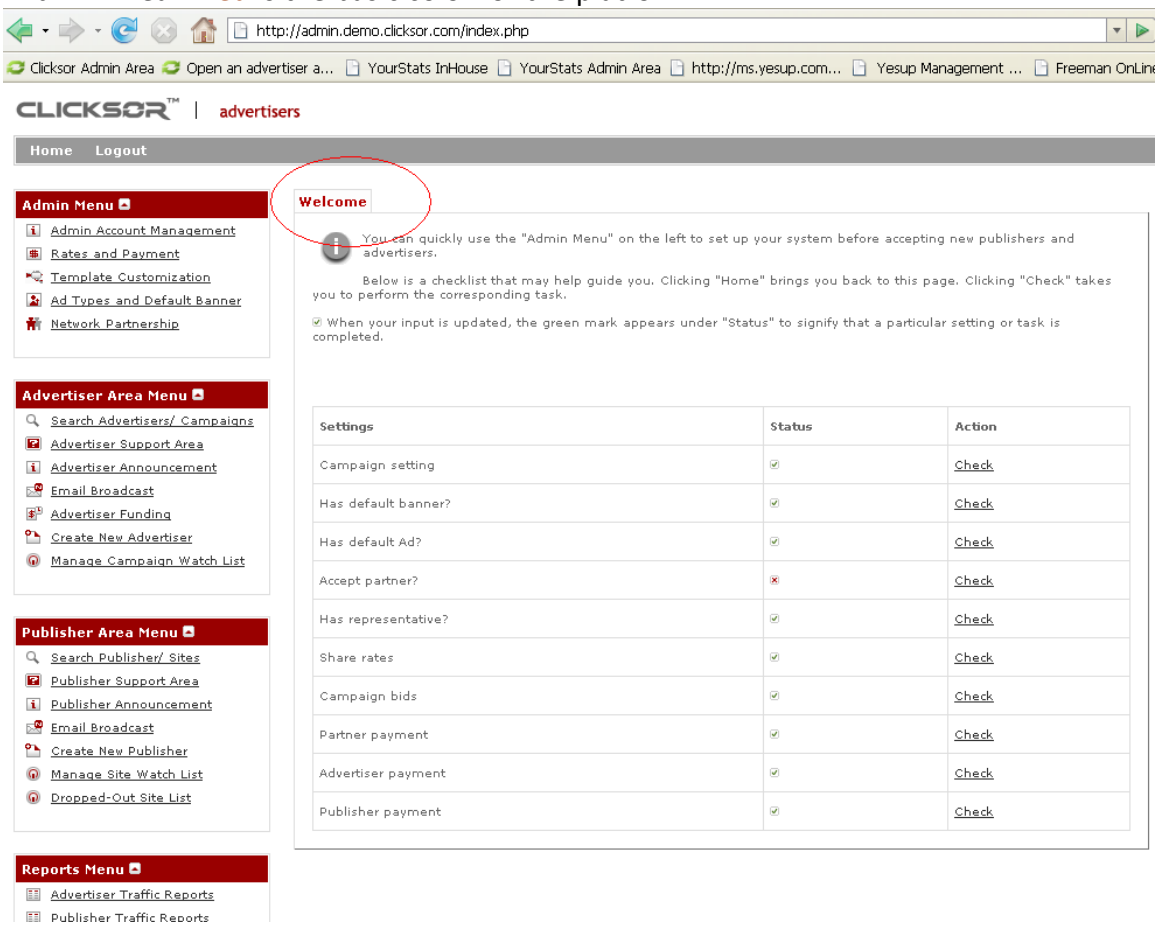
2. Implement Advertisers

2.1 Login the System

Address: http://admin.demo.MyAdMarket.com/login.php?c1=&c2=&rurl=/index.php
Step 1: Login Name: demo
Step 2: Password: demo

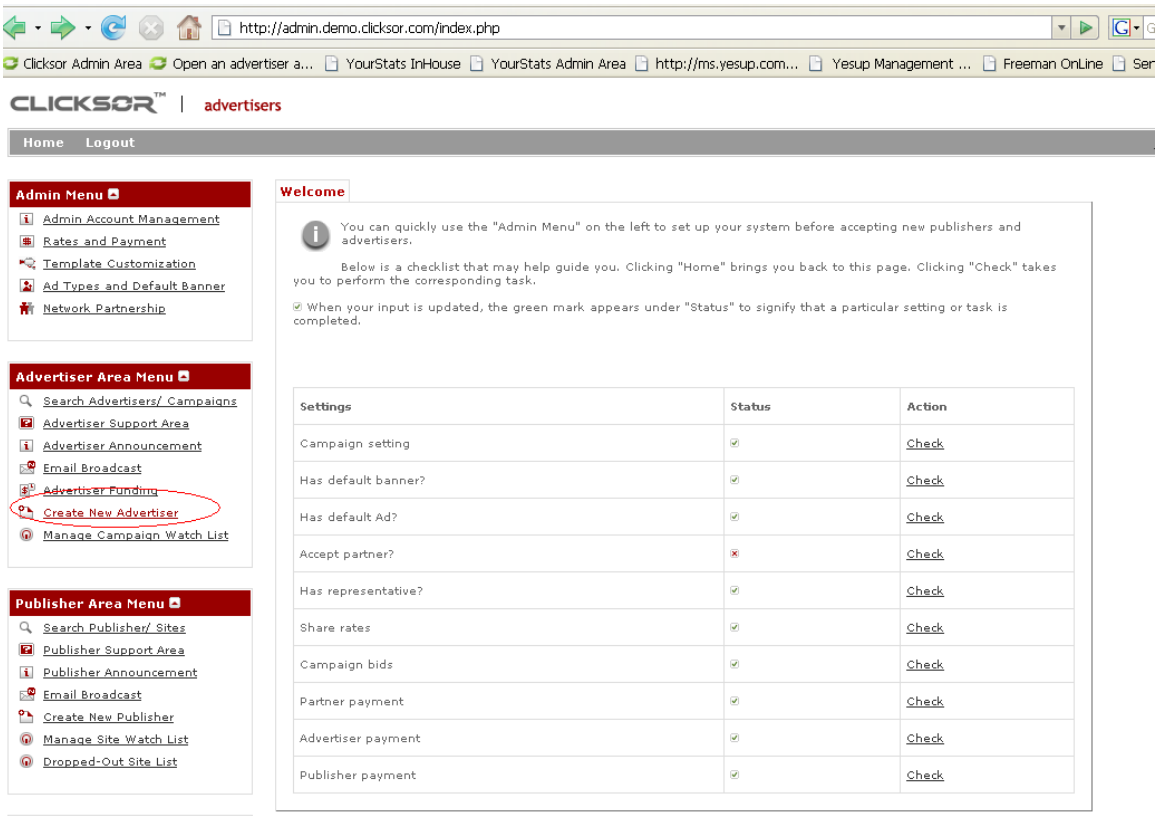
Step 3: After Login, you will see “Welcome page” present like below. This is so-called “Admin Area”. Red is the basic color for the platform.



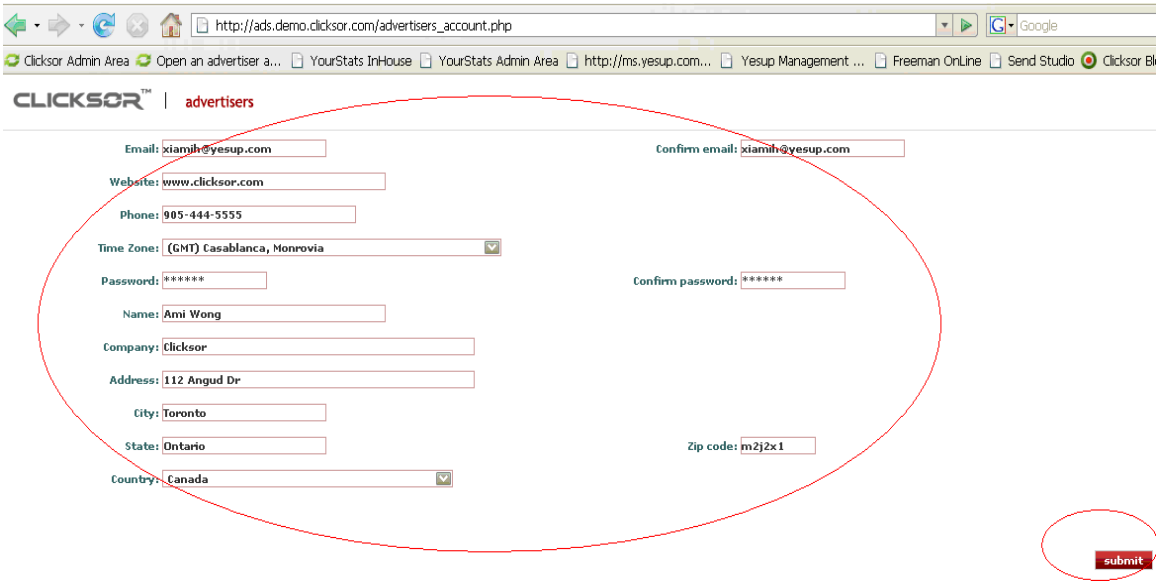
2.2 Initiate Advertiser

2.2.1 Create Advertiser Account

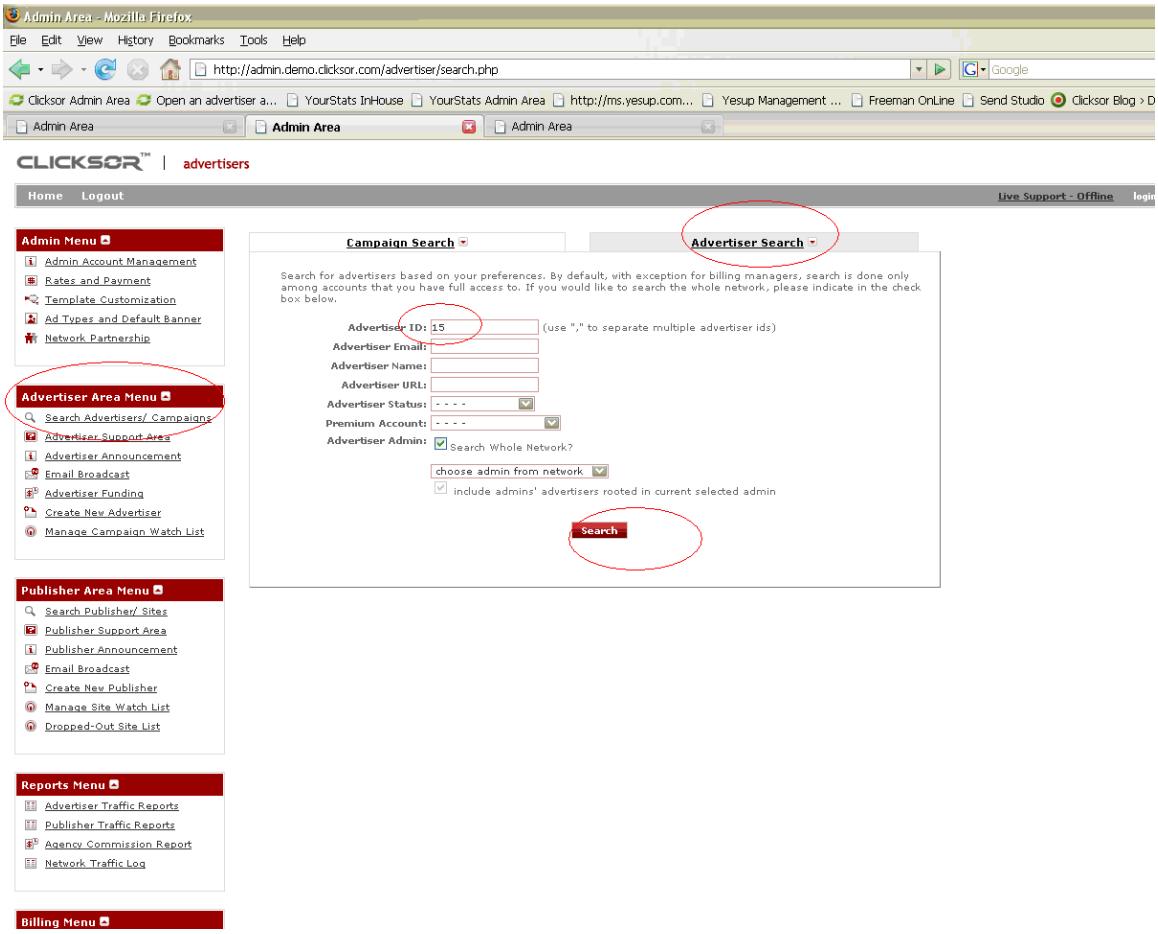
Step 1: Login in “**Admin Area**”, @ “Advertiser Area Menu” click “Create new Advertiser”.



Step 2: After fill out your information in each field, and click “Submit”.

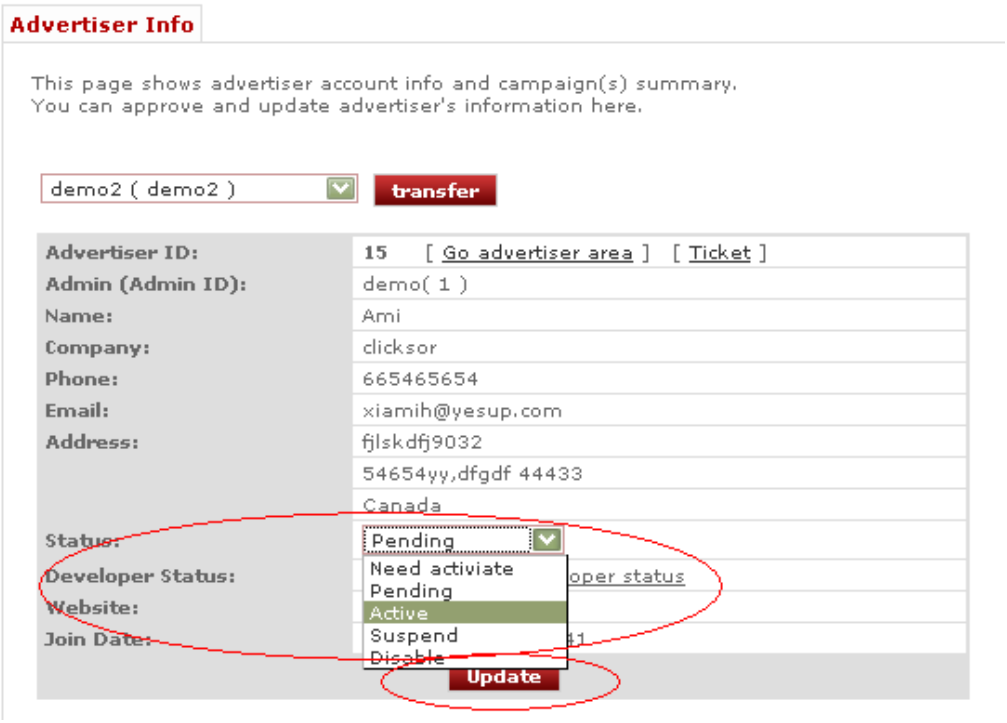


Step 3: Go to your email and obtain your **Account ID**.
Step 4: login back “Admin Area”, @ “Advertiser Area Menu”, search the “Advertiser ID”.



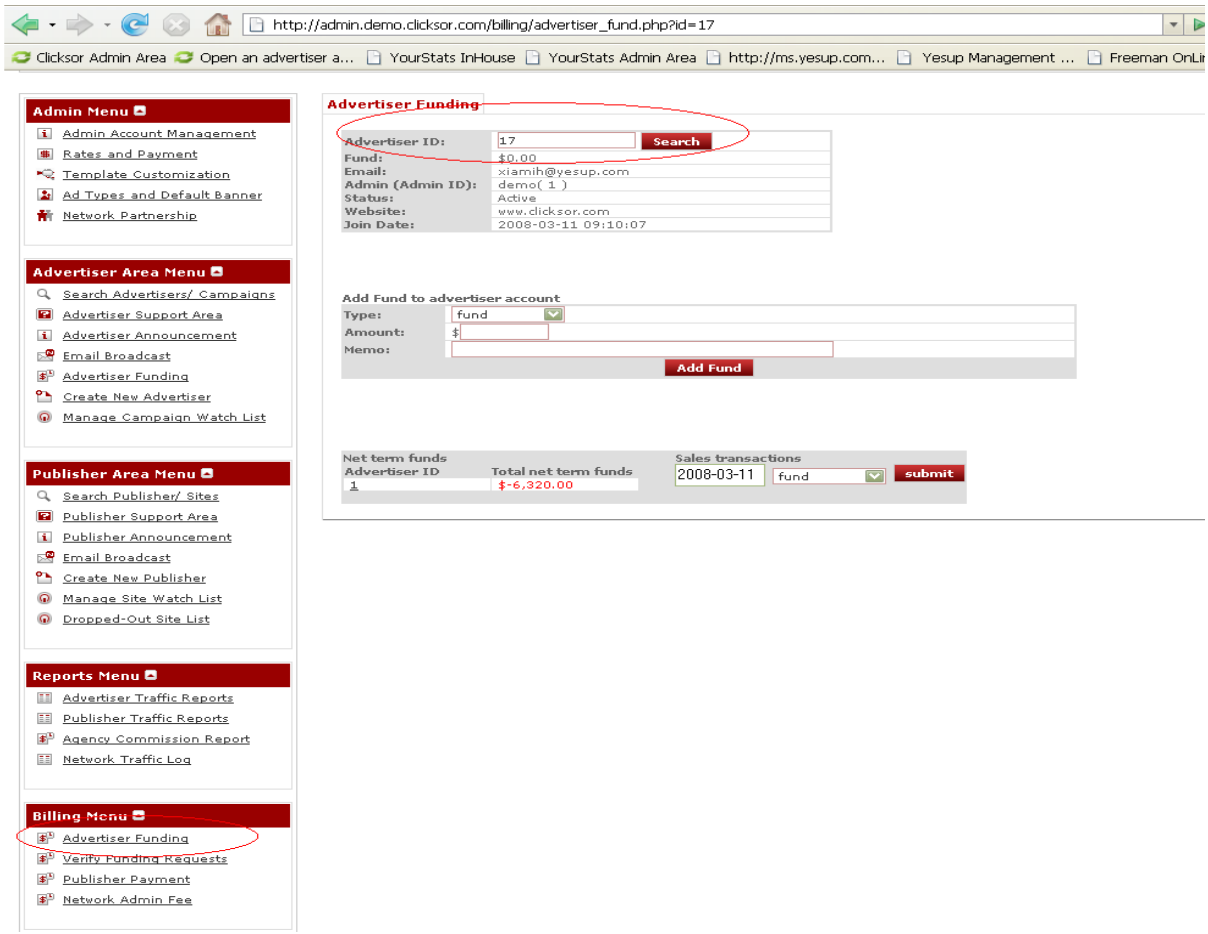
Step 5: Click “Advertiser ID” at Search Result.

Step 6: Scroll down and select “**active**” to **status** of your account and click “update”.

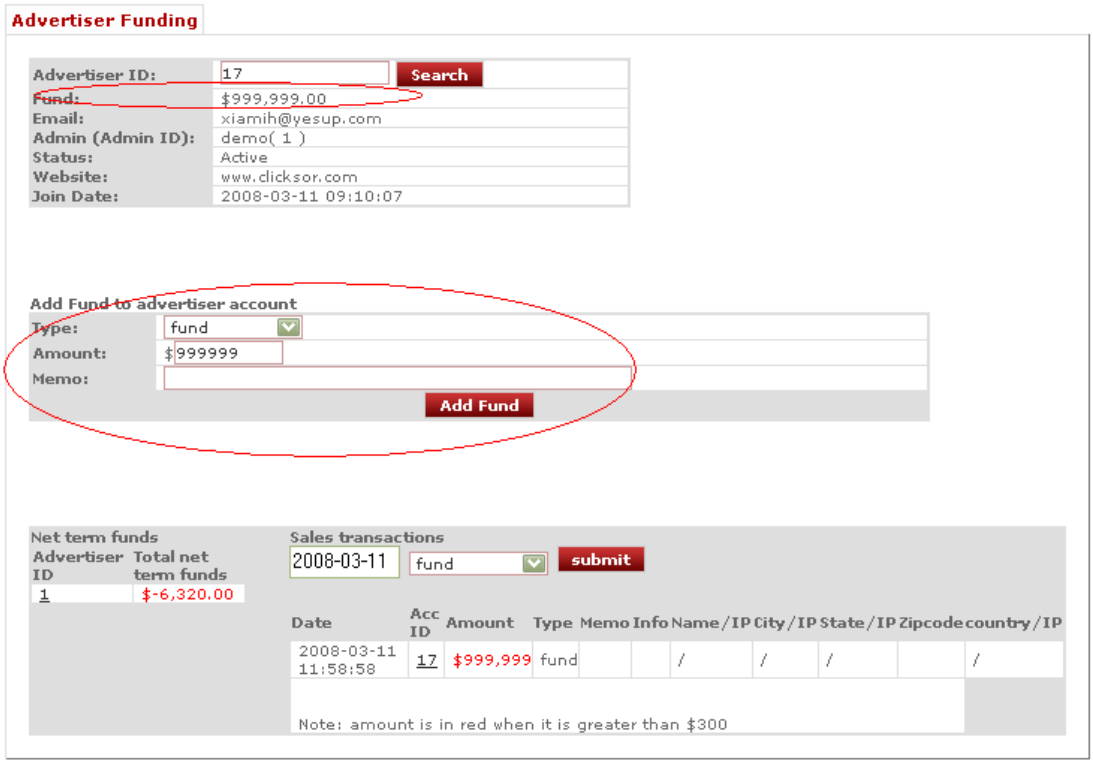


2.2.2 Add Advertiser Funds (Must Add Fund before Add Campaign)

Step 1: Go to “Billing Menu”, click “Advertising Fund”. Enter your *Advertiser Account ID* into the Search Box.

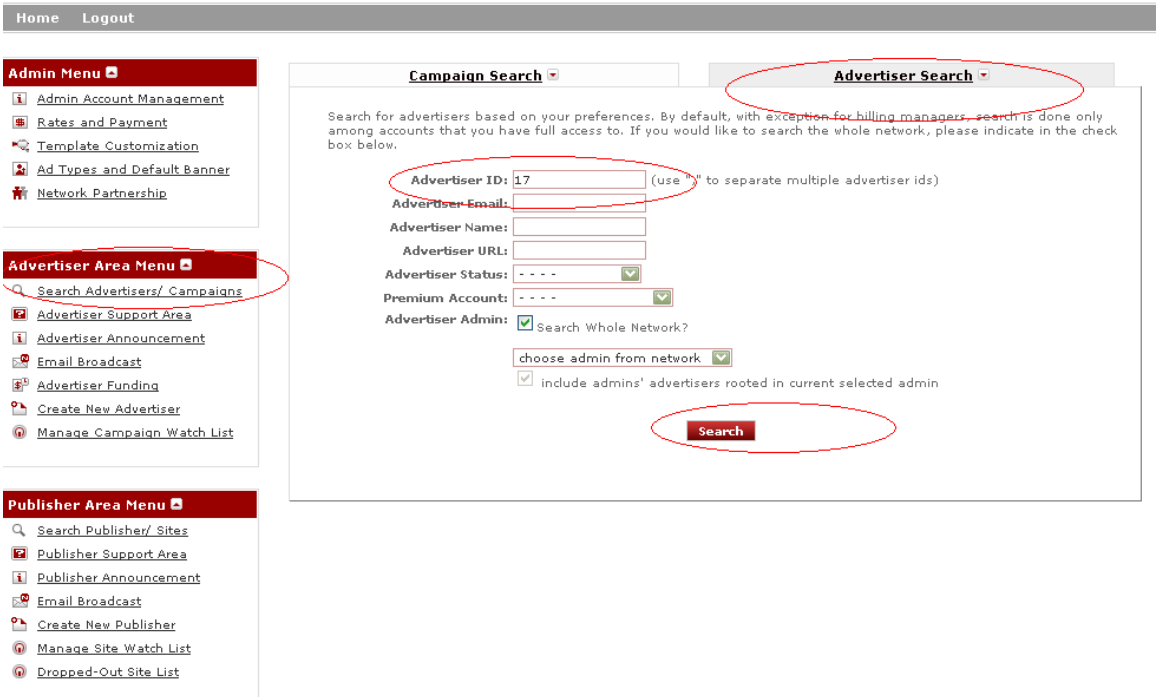


Step 2: Input “999999” into Amount, and click “Add”.
Step 3: you will see $999,999.00 amount in your account.

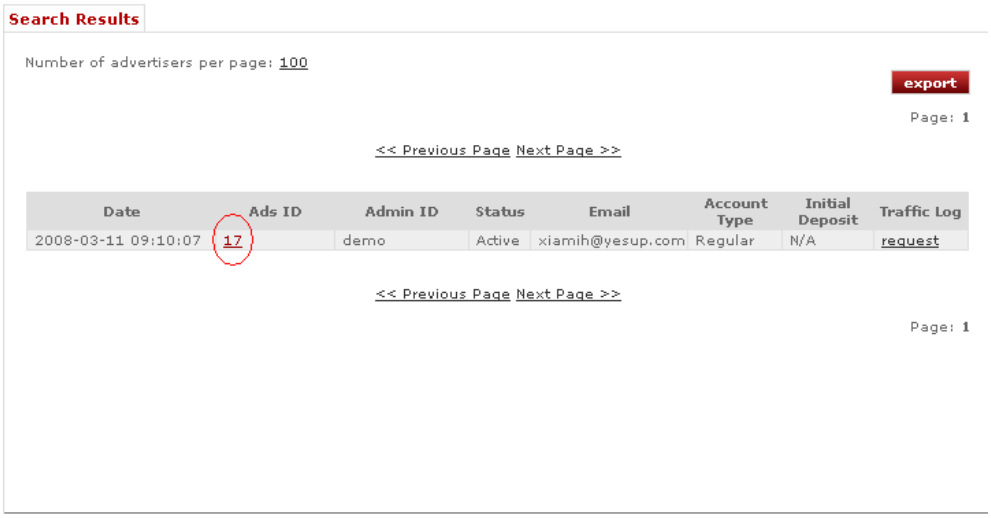


2.2.3 Create Campaigns in Advertiser Member Area

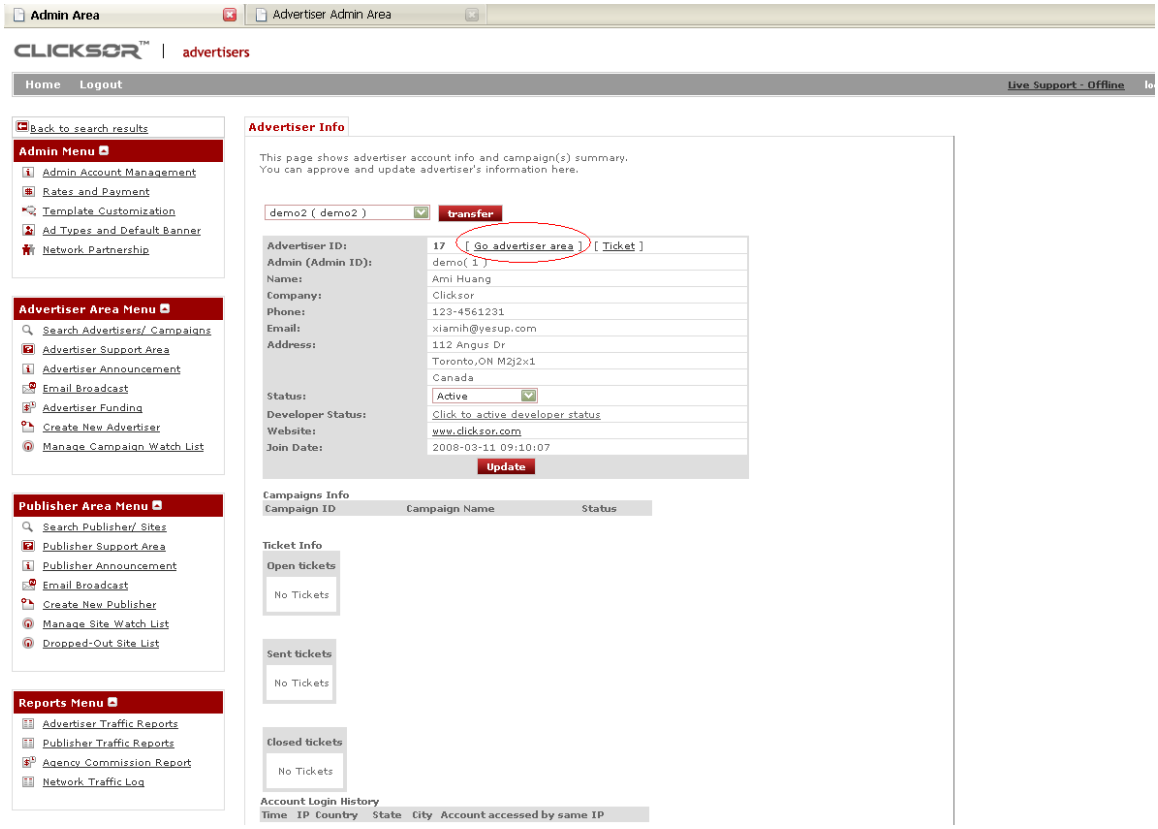
Step 1: @Advertiser Area Menu, Search “Advertiser Account ID”.


Home
Logout
Admin Menu
Admin Account Management
Rates and Payment
Template Customization
Ad Types and Default Banner
Network Partnership
Advertiser Area Menu
Search Advertisers/ Campaigns
Advertiser Support Area
Advertiser Announcement
Email Broadcast
Advertiser Funding
Create New Advertiser
Manage Campaign Watch List
Publisher Area Menu
Search Publisher/ Sites
Publisher Support Area
Publisher Announcement
Email Broadcast
Create New Publisher
Manage Site Watch List
Dropped-Out Site List
Campaign Search
Advertiser Search
Search for advertisers based on your preferences. By default, with exception for billing managers, search is done only among accounts that you have full access to. If you would like to search the whole network, please indicate in the check box below.
Advertiser ID: 17 (use "," to separate multiple advertiser ids)
Advertiser Email:
Advertiser Name:
Advertiser URL:
Advertiser Status: - - - -
Premium Account: - - - -
Advertiser Admin: Search Whole Network?
choose admin from network
include admins' advertisers rooted in current selected admin
Search

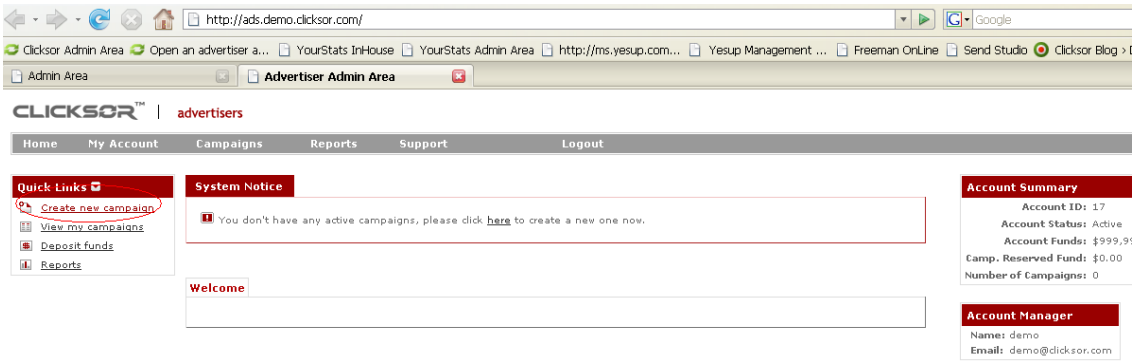
Step 2: Click “Ad ID” under “Ads ID”.



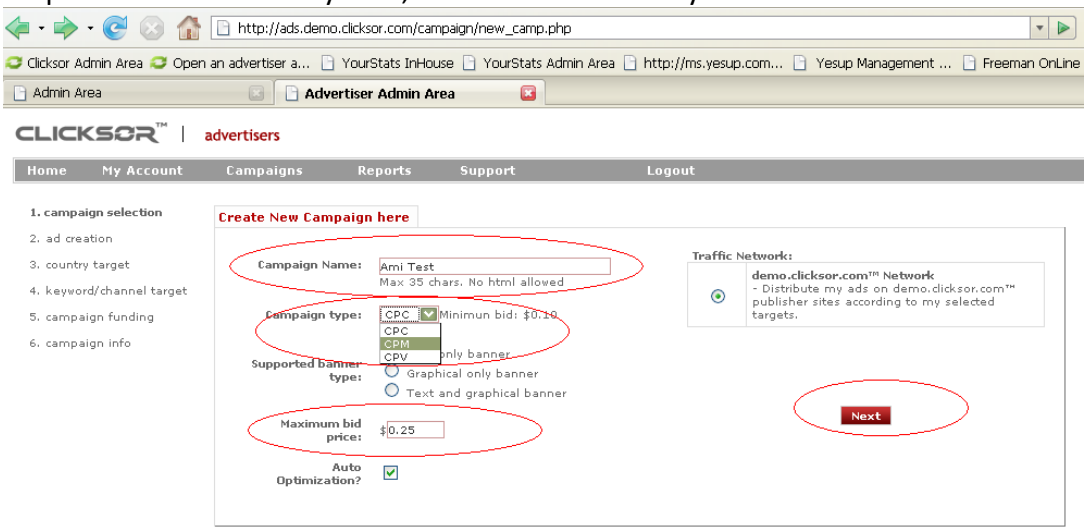
Step 3: Click [Go advertiser area], this action will bring you to Advertiser "**Member Area**"



Step 4: Click "Create new campaign" in Member Area.



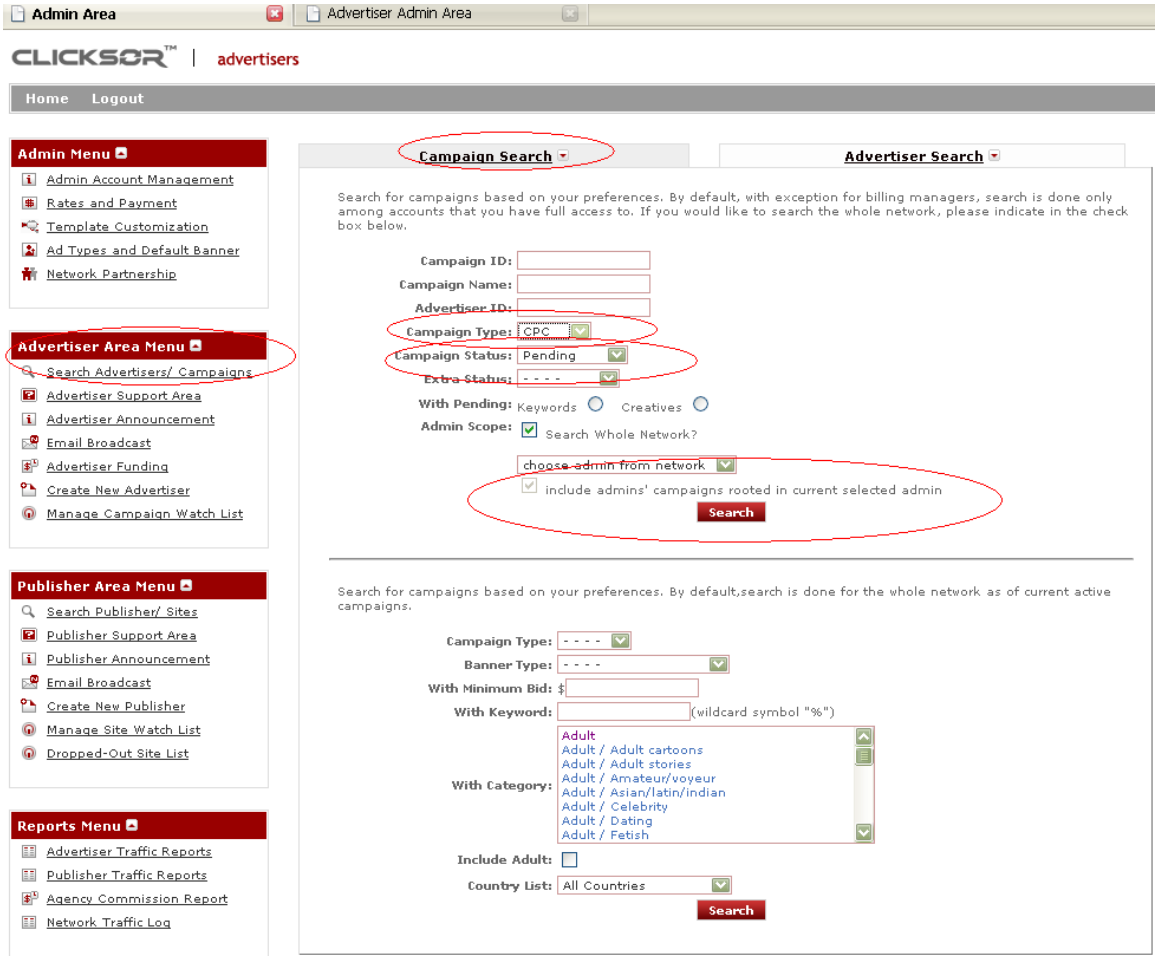
Step 5: After fill out every field, and click **Next** when you done.



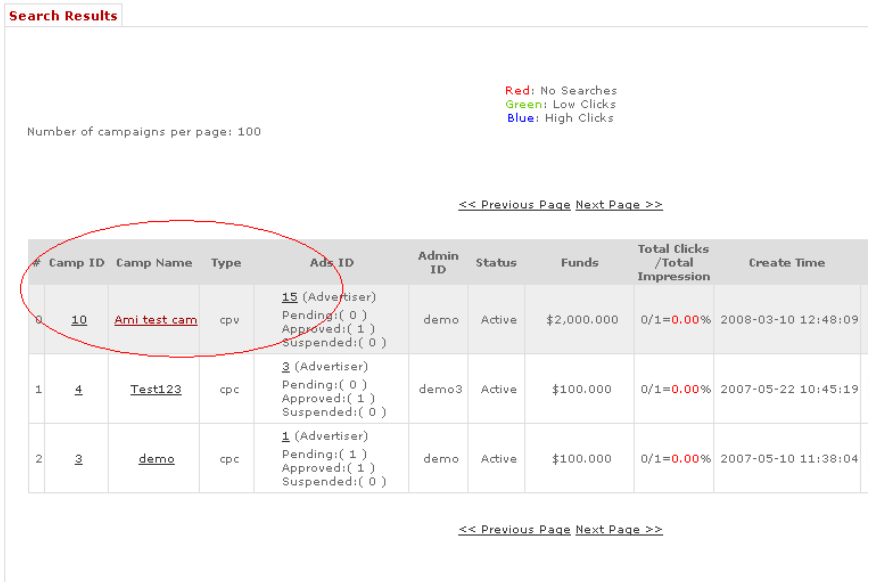
Step 6: Follow the wizard and finish create the campaign.

2.2.4 Approve Campaign in Admin Area

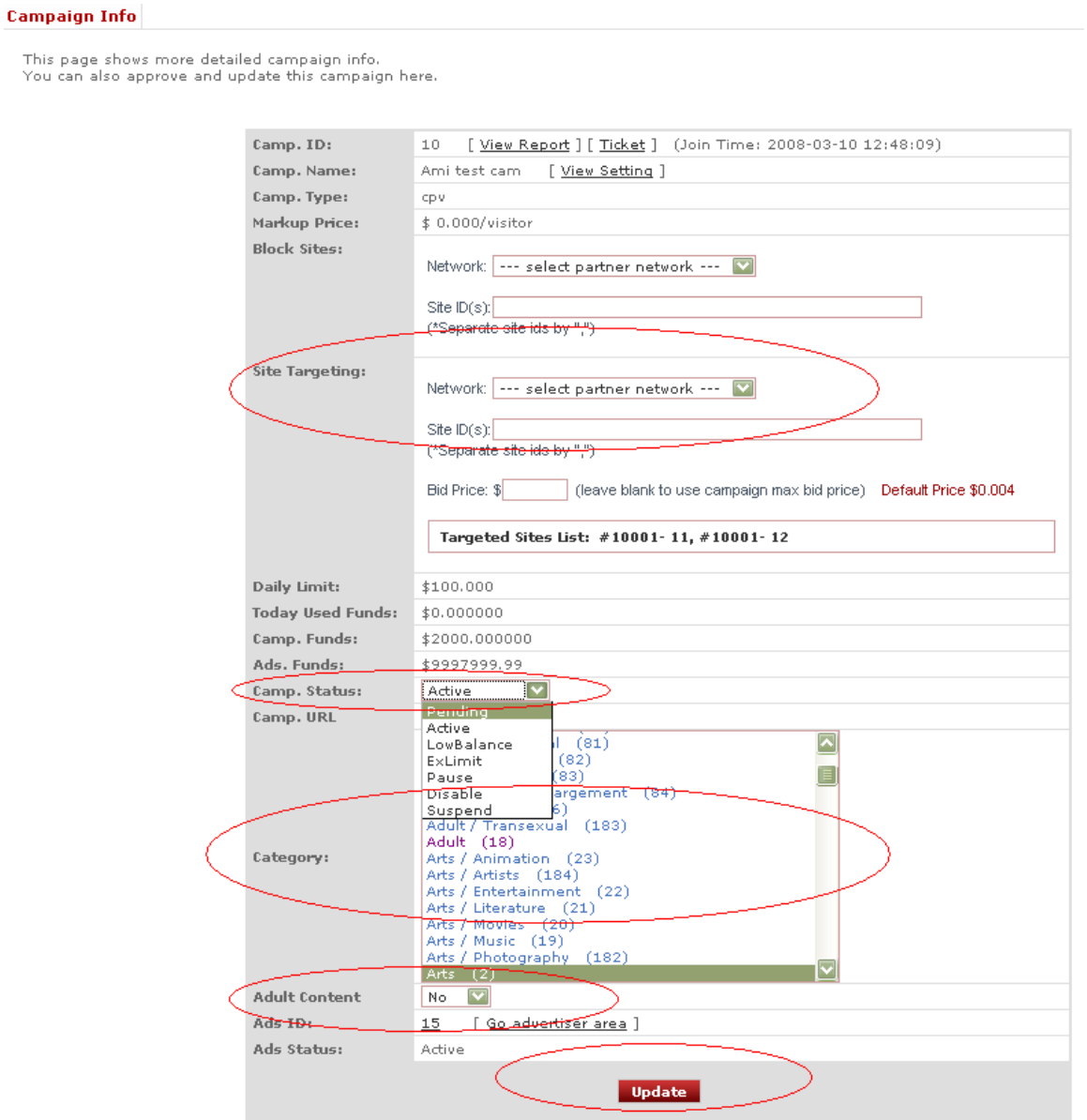
Step 1: Login back "**Admin Area**" http://admin.demo.MyAdMarket.com
Step 2: At "Advertiser Area Menu", Search campaign by different circumstances. You can search by **status**, by ID, or by **type**.



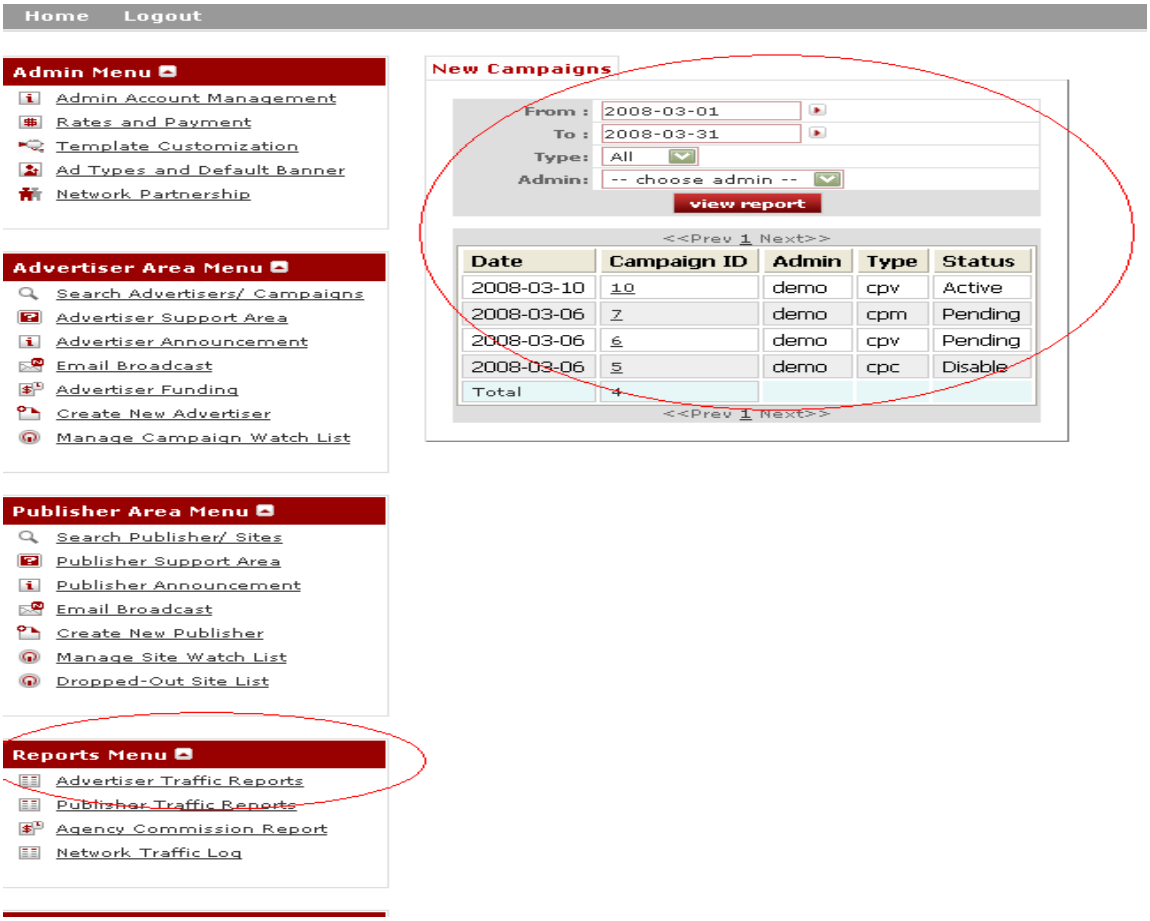
Step 3: Click your campaign @ the Search Result page.


Search Results
Red: No Searches
Green: Low Clicks
Blue: High Clicks
Number of campaigns per page: 100
<< Previous Page Next Page >>
Camp ID Camp Name Type Ads ID Admin ID Status Funds Total Clicks /Total Impression Create Time
0 10 Ami test cam cpv 15 (Advertiser) Pending:(0) Approved:(1) Suspended:(0) demo Active $2,000.000 0/1=0.00% 2008-03-10 12:48:09
1 4 Test123 cpc 3 (Advertiser) Pending:(0) Approved:(1) Suspended:(0) demo3 Active $100.000 0/1=0.00% 2007-05-22 10:45:19
2 3 demo cpc 1 (Advertiser) Pending:(1) Approved:(1) Suspended:(0) demo Active $100.000 0/1=0.00% 2007-05-10 11:38:04
<< Previous Page Next Page >>

Step 4: **Active** your campaign @ “Camp.Status”, and update campaign info @ “campaign info” page. Click Update when you done.



Step 5: To verify your campaign activities, go to “Reports Menu”, click “Advertiser Traffic Reports”. Run your reports, if you see traffic, it means your campaign is on the go.



Please refer to Publisher User Manual for Admin on how to set up publisher accounts.